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**OCT 24 2005**

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Chandler, AZ 85248

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**Fax**

**Page 1 of 24**

**Urgent**

**Confidential**

**Date: 24-Oct-05**

**To:**  
**Examiner: Cuong T. Thai**  
**USPTO**

**Fax:**  
**(571) 273-8300**

**Art Unit:**  
**2172**

**From:**  
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**M/S:**

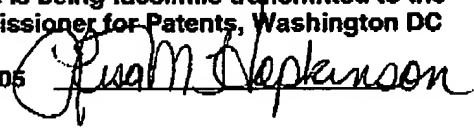
**Filed: 3/22/2001**

**Docket No. 42390P10819**

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Lisa M. Hopkinson**

**Date: October 24, 2005**



**Included in this transmission:**  
**Fax Cover Sheet (1 page)**  
**Transmittal Form (1 page)**  
**Fee Transmittal (1 page submitted in duplicate)**  
**Amended Brief on Appeal (20 pages including Appendix A)**

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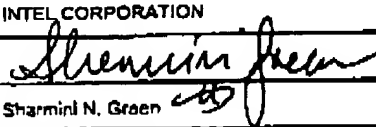
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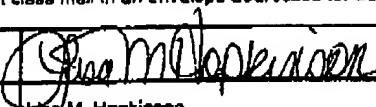
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/215,439	
	Filing Date	3/22/2001	
	First Named Inventor	Steven M. Bennett	
	Art Unit	2172	
	Examiner Name	THAI, Cuong T.	
Total Number of Pages in This Submission	24	Attorney Docket Number	42390P10819

ENCLOSURES (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CO, Number of CO(s) _____ <input type="checkbox"/> Landscape Table on CO	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Fax Cover Sheet
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	INTEL CORPORATION		
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Date	October 24, 2005	Reg. No.	41,410

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Typed or printed name	Lisa M. Hopkinson
Date	October 24, 2005

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# FEE TRANSMITTAL For FY 2005

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 500.00

## Complete if Known

Application Number 09/815,439  
Filing Date 3/22/2001  
First Named Inventor Steven M. Bennett  
Examiner Name THAI, Cuong T.  
Art Unit 2172  
Attorney Docket No. 42390P10819

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify):

☒ Deposit Account Deposit Account Number: 50-0221 Deposit Account Name: Intel Corporation

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## FEE CALCULATION

### 1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

### 2. EXCESS CLAIM FEES

#### Fee Description

Each claim over 20 (including Reissues)

Each independent claim over 3 (including Reissues)

Multiple dependent claims

Fee (\$)	Small Entity Fee (\$)
50	25
200	100
360	180

Total Claims Extra Claims Fee (\$)  
- 20 or HP = x =  
HP = highest number of total claims paid for, if greater than 20.  
Indep. Claims Extra Claims Fee (\$)  
- 3 or HP = x =  
HP = highest number of independent claims paid for, if greater than 3.  
Fee Paid (\$)
Multiple Dependent Claims  
Fee (\$) Fee Paid (\$)

### 3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(c).

Total Sheets Extra Sheets Number of each additional 50 or fraction thereof Fee (\$)  
- 100 = / 50 = (round up to a whole number) x = Fee Paid (\$)

### 4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): 41.20(b)(2) - 1402 - Filing a Brief in Support of an Appeal

Fee Paid (\$)

\$500

## SUBMITTED BY

Signature Sharmini N. Green Registration No. 41,410 Telephone (714) 669-1261  
Name (Print/Type) Sharmini N. Green Date October 24, 2005

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Lisa Hopkinson

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of Steven M. Bennett

Atty. Docket No: 42390.P10819

App. Serial. No.: 09/815,439

Group Art Unit: 2172

Filed: March 22, 2001

Examiner: Thai, Cuong T.

Title: UPDATING USER INTERFACES BASED UPON USER INPUTS

Mail Stop: Appeal Brief-Patents  
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P.O. Box 1450  
Alexandria, VA 22313-1450

**BRIEF ON APPEAL**

Pursuant to Appellant's Notice of Appeal filed on August 25, 2005, Appellant presents this Brief and fee under 37 C.F.R. § 1.17(c) in appeal of the Final Rejection dated May 25, 2005.

**I. REAL PARTY IN INTEREST.**

Intel Corporation is the real party in interest.

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**II. RELATED APPEALS AND INTERFERENCES.**

There are no related appeals or interferences before the Board of Patent Appeals and Interferences known to Appellant, the Appellant's legal representatives, or assignee that will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

**III. STATUS OF CLAIMS**

Claims 1-30 are pending in the application. Claims 1-30 stand finally rejected and are the claims subject to this appeal as are reproduced in Appendix A.

**IV. STATUS OF AMENDMENTS**

No amendments were filed after the Final Office Action dated May 25, 2005.

**V. SUMMARY OF CLAIMED SUBJECT MATTER**

Simply stated and generally speaking, one embodiment of Appellant's invention (as captured in independent Claims 1, 11 and 21) is directed to a scheme for dynamically updating user interfaces. User interfaces typically fall into 4 categories: i) systems that require explicit user action to update the user interface; (ii) user interfaces that are updated by simple history mechanisms; iii) user interfaces that use context to update the information presented; and iv) interfaces that use context and user information to change the user interface. (Specification, Page 2, lines 13 – Page 3, line 15). Application of various embodiments of the present invention result in dynamically and automatically catering the breadth and depth of information presented to the user based upon the user's

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interaction with the system, both present and previous, as well as user preferences and contextual information (Specification, Page 3, lines 16-19). At the core of the invention is the ability to tailor the information for the user. As described in the Specification, the tailoring or catering of the information can be done in both breadth and depth. Breadth of information refers to the number of items presented and the depth of information refers to the number of sub-items presented for each item. A "prioritization agent" makes the decisions as to the catering of the information based upon user preferences, user history, user queries, other user interface activity and other contextual information. (Specification, Page 4, lines 14-19).

The following is an example that facilitates understanding of an embodiment of the present invention. If a user is presented with various menu items (breadth information) and selects a calendar entry, for example, the item may be associated with various sub-items (depth information), such as the location, time and type of meeting. If the user elects to view the location of the meeting, the information regarding this sub-item may then be stored. The next time the user retrieves a calendar entry, the user may see both the meeting notice and a location (based on the user's previous use).

**VI. GROUND'S OF REJECTION TO BE REVIEWED ON APPEAL**

The issues for consideration on this appeal are:

- A. Whether Claims 1-6 and 24-27 are properly rejected under 35 U.S.C. § 103 as being unpatentable over U.S. Patent No. 6,460,036 ("Herz") in view of John I. Kiger, "The Depth/Breadth Tradeoff in the Design of Menu-Driven User Interfaces" (hereafter Kiger").

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- B. Whether Claims 7, 9-20, 28 and 30 are properly rejected under 35 U.S.C. §103 as being unpatentable over Herz in view of Kiger, further in view of Bodnar et al. (U.S. Patent No. 6,310,634, "Bodnar").
- C. Whether Claims 8 and 29 are properly rejected under 35 U.S.C. §103 as being unpatentable over Herz in view of Kiger, further in view of Bates et al. (U.S. Patent No. 5,390,295 "Bates").

**VII. ARGUMENTS**

**A. THE COMBINATION OF HERZ AND KIGER IS IMPROPER.**

With respect to all issues on appeal, the Examiner relies heavily on the combination of Herz and Kiger. Appellant first and foremost respectfully submits that the Examiner inappropriately combined Herz and Kiger. Herz describes a system and method for providing customized electronic newspapers and target advertisements while Kiger discusses the design of menu-driven user interfaces. There is nothing in either reference that suggests that the reference be combined with the other. The mere fact that if combined, the combination may provide a benefit does not render the combination of the references obvious or proper. As set out in M.P.E.P. § 706.02(j), "(t)here must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings."

Appellant respectfully submits that there is no such suggestion or motivation in the present case. These references are in non-analogous areas of art, which would not suggest a combination. The Examiner suggests that Cols. 8 and 9 and FIG. 10 of Herz describe all the

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elements of the independent claims, with the exception of "sub-items representing at least one of a depth information and a breadth information relating to the item." The Examiner submits, however, that Kiger teaches this element and that it would have been obvious to one of ordinary skill in the art to include's Kiger's teaching into Herz because the system "would be enhanced by providing an intuitive tool of visually and graphically captured information in a graphical based tree structure user interface to its end user, thus the system would providing an intuitive tool to an end user."

(i) There is no motivation to combine Herz and Kiger

Again, Appellant respectfully submits that the mere fact that a combination *may* provide an advantage does not necessarily prove that there *was* a motivation to combine the references in the manner suggested by the Examiner. First, Appellant respectfully maintains that since Kiger makes no reference to newspapers and target advertisements, one of ordinary skill in the art would not be motivated to combine these two references. In fact, since Kiger appears to have an effective date of December 1982, approximately *15 years* prior to the filing of Herz, the fact that Herz does not incorporate this feature teaches *against* such a combination. If, as the Examiner suggests, it would have been obvious to one of ordinary skill in the art to combine these references to provide the benefits articulated by the Examiner, Herz would likely have done so. Instead, despite the fact that Kiger had been in existence for almost 15 years prior to the filing of Herz, Herz makes no mention whatsoever of representing depth and/or breadth information. Appellant thus respectfully submits that the fact that Herz does not incorporate such a feature from Kiger suggests that it would not



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have been obvious for one of ordinary skill in the art to do so, i.e., the facts teach away from such a combination.

(ii) Herz and Kiger cannot be combined in the manner suggested by the Examiner

Additionally, Appellant respectfully submits that since the presently claimed invention is directed to a *graphical* user interface, anything taught in Kiger is simply not applicable to the present invention and cannot be combined with Herz in the manner suggested by the Examiner. Kiger describes a "menu-driven information retrieval system" and upon further consideration of the description in Kiger, these "menu-driven" aspects of Kiger do not remotely resemble "menus" within graphical user interfaces as understood by those of ordinary skill in the art (e.g., the interface in Herz). The term "menu-driver interface" is used in Kiger to refer to a fixed tree structure used to construct a database (See e.g., Kiger, p203). There is no description, suggestion or teaching of how to generate any type of menu or how to incorporate anything taught in Kiger with Herz, to remotely teach or suggest the element of "sub-items representing at least one of a depth information and a breadth information relating to the item".

Appellant therefore maintains that the combination of these references is improper because it appears to be based on hindsight and is a mere articulation of a desirable result without any showing whatsoever that the combination of the references is enabled and/or may properly be combined. Appellant once again emphasizes that a desirable result *cannot* in and of itself be deemed to be a motivation and therefore respectfully submits that the

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combination of these references is improper. Appellant respectfully requests the rejections based on this combination of references to be overturned.

**B. THE CLAIMS ARE NOT OBVIOUS OVER THE CITED  
REFERENCES AND THE CLAIM REJECTIONS SHOULD BE  
REVERSED.**

i) The Examiner failed to meet the burden of establishing a *prima facie* case of unpatentability

As a preliminary matter, Appellant respectfully submits that the rejection of Claims 1-30 is facially deficient because the Examiner has not established a *prima facie* case of unpatentability. As is well-established, in order to establish a *prima facie* case of unpatentability under 35 U.S.C. § 103, the combination of the cited prior art must teach or suggest every limitation of the claims being rejected. Therefore, if even one claim element or limitation is not taught or suggested by the combination of references, a *prima facie* case is not established. Additionally, as the Federal Circuit has noted,

“As adapted to ex parte procedure, Graham [v. John Deere Co.] is interpreted as continuing to place the 'burden of proof on the Patent Office which requires it to produce the factual basis for its rejection of an application under sections 102 and 103.”

In re Piasecki, 745 F.2d 1468, 1472, 223 USPQ 785, 788 (Fed. Cir. 1984) (citing In re Warner, 379 F.2d 1011, 1016, 154 USPQ 173, 177 (CCPA 1967)). The Examiner thus has the burden of producing a factual basis for his rejection and for establishing unpatentability by identifying how each recited claim element is allegedly disclosed by the cited reference(s) or combination of references. The Examiner has failed to establish such a *prima facie* case and has merely provided bare allegations that the references render the claims unpatentable. The rejection of Claims 1-30 should be reversed for at least this reason.

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ii) The combination of references cited by the Examiner do not render Claims 1-30 unpatentable

The lack of a *prima facie* case notwithstanding, Appellant hereby presents detailed arguments for why Claims 1-30 are patentable over the cited references.

a) The combination of Herz and Kiger does not render Claims 1-6 and 24-27 unpatentable.

Claims 1-6 and 24-27 stand rejected under 35 U.S.C. § 103 as being unpatentable over Herz in view of Kiger. For the reasons described below, Appellant respectfully requests this rejection be overturned.

Claims 1 and 24

Independent Claim 24 is an article claim corresponding to method Claim 1. As such, Claims 1 and 24 include similar elements, namely the elements of a) identifying in a graphical user interface an item to be presented to the user; b) automatically retrieving sub-items from a storage medium, the sub-items representing at least one of a depth information and a breadth information relating to the item, the sub-items dynamically selected based on at least one predetermined factor; c) building an interface within the graphical user interface from the sub-items; d) presenting the interface to the user; and e) recording user interface activity in the storage medium. The Examiner collectively rejects Claims 1 and 24 based on the same rationale (Final Office Action, Page 2, May 25, 2005) and Appellant shall therefore address the rejections to these claims collectively. Any reference hereafter to "the independent claims" shall encompass both independent claims (Claims 1 and 24).

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Appellant respectfully submits that the Examiner has failed to show how Herz and Kiger render the independent claims and all claims dependent on those claims unpatentable. Specifically, Herz does not show a key aspect of the claimed invention, namely the element of "automatically retrieving sub-items from a storage medium, the sub-items representing at least one of a depth information and a breadth information relating to the item, the sub-items dynamically selected based on at least one predetermined factor". The Examiner suggests that the element is taught by Herz as:

"[T]he techniques of target objects are stored at one or more locations in a data communications network on data storage media associated with a computer system. The computed similarity measurement server which function to enable human users to locate desired target objects using a large computer system (see col. 8, lines 58-63) where it automatically selecting article of interest to a user (see col. 79, lines 46-47). Building an interface within the graphical user interface from the sub-items, presenting the interface to the user, and recording user interface activity in storage medium are taught by Herz as the techniques of automatically create a "customized newspaper" interface feature (see Col. 62, lines 40-47), presentation of new articles and corresponding advertisements which are of highest interest to the user (see col. 62, lines 55-56), and pieces of information are termed attributes collectively to form a profile of the target objects or a target profile. For example, where the system for customized electronic identification of desirable objects is activated to identify selection of interest, a particular category of on-line products for review or purchase by the user, it can be appreciated that there are certain unique sets of attribute which are pertinent to the particular product category of choice (see col. 9, line 65 - col. 10, line 6). Herz does not, however, disclose the limitation of "sub-items representing at least one of a depth information and a breadth information relating to the item. Kiger discloses the limitation..."

Final Office Action, May 25, 2005, pages 2-3.

Appellant is at a loss to follow the Examiner's rationale. First, Appellant fails to understand the Examiner's explanation (duplicated above) for why Herz teaches all the elements of the independent claims, with the exception of one. Appellant's own perusal of Herz does not reveal any such teachings. The scheme described in Herz tries to identify *additional items* of interest to the user based on various *attributes of the item*, rather than *dynamically selecting sub-items* associated with the item for display, as claimed herein. See e.g., Herz, Col. 1, under the heading "Field of the Invention":

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"This invention relates to customized electronic identification of desirable objects, such as news articles, in an electronic media environment, and in particular to a system that automatically constructs both a "target profile" for each target object in the electronic media based, for example, on the frequency with which each word appears in an article relative to its overall frequency of use in all articles, as well as a "target profile interest summary" for each user, which target profile interest summary describes the user's interest level in various types of target objects. The system then evaluates the target profiles against the users' target profile interest summaries to generate a user-customized rank ordered listing of *target objects most likely to be of interest to each user* so that the *user can select from among these potentially relevant target objects*, which were automatically selected by this system from the plethora of target objects that are profiled on the electronic media." (emphasis added)

This scheme described in Herz thus does not remotely resemble embodiments of the present invention wherein sub-items are automatically retrieved from a storage medium AND wherein the sub-items represent at least one of a depth information and a breadth information relating to the item. The Examiner appears to treat this claim element as two distinct elements, suggesting that Herz teaches one element and Kiger teaches the other. Appellant believes that by doing so, the Examiner is exhibiting a fundamental misunderstanding of Appellants' claimed invention. The focus of Appellant's claimed invention lies not in the individual features listed in the claims, but rather in the *combination* of features. Thus, the claim element must be treated as a whole, i.e., retrieving sub-items from a medium where the sub-items represent at least one of a depth information and a breadth information relating to the item of interest. Neither Herz nor Kiger, alone or in combination, teach this feature and the Examiner has failed to show how either or both references do so.

Additionally, even assuming arguendo that Kiger teaches sub-items as claimed herein, Kiger simply cannot be combined with Herz in the manner suggested. As previously discussed, Kiger describes a "menu-driven information retrieval system" wherein the menu-driver interface refers to a *fixed tree structure* used to construct a database

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(See e.g., Kiger, p203). The concept of dynamically generating a user interface simply cannot be combined with the non-graphical fixed tree structure of Kiger to arrive at the claimed features of dynamically retrieving sub-items associated with an item where the sub-items represent depth and/or breadth information, as claimed herein. The Examiner bears the burden to show how one of ordinary skill in the art would implement a fixed tree structure from Kiger into the teachings in Herz to arrive at this claim element, and Appellant respectfully submits that the Examiner has failed to do so.

For all the foregoing reasons, Appellants respectfully submits that Herz and/or Kiger, alone or in combination, do not render the independent claims and all claims dependent on these independent claims unpatentable under 35 U.S.C. § 103 and respectfully request the rejection thereof to be overturned.

b. The combination of Herz, Kiger and Bodnar does not render Claims 7, 9-20, 28 and 30 unpatentable.

Claims 7, 9-20, 28 and 30 stand rejected under 35 U.S.C. § 103 as being unpatentable over Herz in view of Kiger and in further view of Bodnar. For the reasons described below, Appellant respectfully requests this rejection be overturned.

Claims 7, 9-14, 28 and 30

Appellant respectfully point out that Claims 7 and 9-14 are dependent on independent Claim 1 and Claims 28 and 30 are dependent on independent Claim 24. As such, Appellant submits that the arguments presented above with respect to Claims 1 and 24 are equally applicable to dependent Claims 7, 9-14, 28 and 30. More specifically,

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since the combination of Herz and Kiger does not teach the elements of Claims 1 and 24, and since Claims 7 and 9-14 incorporate all elements of Claim 1 and Claims 28 and 30 incorporate all elements of Claim 24, Herz and Kiger also do not render Claims 7, 9-14, 28 and 30 unpatentable. The addition of Bodnar to Herz and Kiger does not overcome this shortcoming, i.e., Bodnar also does not teach or suggest the element of "automatically retrieving sub-items from a storage medium, the sub-items representing at least one of a depth information and a breadth information relating to the item, the sub-items dynamically selected based on at least one predetermined factor". As such, Appellant respectfully submits that Herz, Kiger and/or Bodnar, alone or in combination, do not render Claims 7, 9-14, 28 and 30 unpatentable under 35 U.S.C. § 103 and respectfully request the rejection to these claims be overturned.

Claim 15

Claim 15 is an independent claim that includes the elements of i) a repository of information; ii) an extraction agent operable to monitor, dynamically select and fetch information relating to an item from the repository based on a user request and at least one predetermined factor, the information relating to sub-items, the sub-items representing at least one of a depth information and a breadth information relating to the item; iii) a storage medium operable to store the information and user priorities; iv) a prioritization agent operable to determine a priority of presentation of the information; and v) a graphical user interface operable to present at least part of the information to the user.

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Claim 15 thus includes the critical element discussed above with respect to Claims 1 and 24, namely the element of retrieving sub-items from a repository where the sub-items represent at least one of a depth information and a breadth information relating to the item. As previously discussed, Herz does not anticipate independent Claims 1 and 24. Herz similarly does not anticipate independent Claim 15. Bodnar does not teach or suggest the element of retrieving sub-items from a storage medium. Thus, the combination of Bodnar with Herz and Kiger still does not teach or suggest all the elements of independent Claim 15 and Claims 16-20 dependent on Claim 15. As such, Appellant respectfully submits that Herz, Kiger and/or Bodnar, alone or in combination, do not render Claims 15-20 unpatentable under 35 U.S.C. § 103 and respectfully request the rejection to these claims be overturned.

c. The combination of Herz, Kiger and Bates does not render Claims 8 and 29 unpatentable.

Appellant respectfully point out that Claim 8 is dependent on independent Claim 1 and Claim 29 is dependent on independent Claim 24. As such, Appellant submits that the arguments presented above with respect to Claims 1 and 24 are equally applicable to dependent Claims 8 and 29. More specifically, since the combination of Herz and Kiger does not teach the elements of Claims 1 and 24, and since Claim 8 incorporates all elements of Claim 1 while Claim 29 incorporates all elements of Claim 24, Herz and Kiger also do not render Claims 8 and 29 unpatentable. The addition of Bates to Herz and Kiger does not overcome this shortcoming, i.e., Bates also does not teach or suggest the element of "automatically retrieving sub-items from a storage medium, the sub-items



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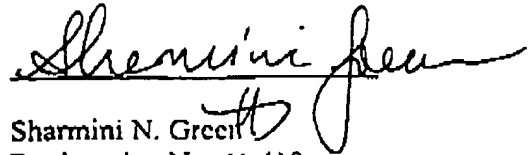
representing at least one of a depth information and a breadth information relating to the item, the sub-items dynamically selected based on at least one predetermined factor". As such, Appellant respectfully submits that Herz, Kiger and/or Bates, alone or in combination, do not render Claims 8 and 29 unpatentable under 35 U.S.C. § 103 and respectfully request the rejection to these claims be overturned.

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**VIII. CONCLUSION**

It is respectfully submitted that in view of the foregoing, all of the pending claims are patentable over the cited prior art references, alone or in any combination, and the Board is respectfully requested to overturn the rejections of record and allow this application to issue.

Respectfully submitted,



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**APPENDIX A**

1. (Previously presented) A method of presenting catered information to a user, the method comprising:
  - a) identifying in a graphical user interface an item to be presented to the user;
  - b) automatically retrieving sub-items from a storage medium, the sub-items representing at least one of a depth information and a breadth information relating to the item, the sub-items selected dynamically based on at least one predetermined factor;
  - c) building an interface within the graphical user interface from the sub-items;
  - d) presenting the interface to the user; and
  - e) recording user interface activity in the storage medium.
2. (Previously presented) The method of claim 1, wherein the storage medium further comprises one of a database or an in-memory data structure.
3. (Previously presented) The method of claim 1, wherein the at least one predetermined factor includes user preferences, user history, user queries, user interface activity and contextual information.
4. (Previously presented) The method of claim 1, wherein recording the user interface activity further comprises:
  - a) determining if the user interface activity should change presentation of the interface of future information requests from the user; and
  - b) if the user interface activity should change the interface for the future information requests from the user, adding information correlating to the user interface activity to the storage medium as one of a user-specific item, an item-specific sub-item, an item-type specific sub-item or a user preference.
5. (Previously presented) The method of claim 1, wherein the method further comprises removing items added as a result of the user interface activity.

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6. (Previously presented) The method of claim 5, wherein removing the items added as a result of the user interface activity occurs when directed by the user.
7. (Previously presented) The method of claim 5, wherein removing the items added as a result of the user interface activity occurs after a certain number of presentations to the user.
8. (Previously presented) The method of claim 5, wherein removing the items added as a result of the user interface activity occurs after a fixed time.
9. (Previously presented) The method of claim 5, wherein removing the items added as a result of the user interface activity occurs when the item is deemed uninteresting.
10. (Previously presented) The method of claim 1, wherein the sub-items include default sub-items for the item to be presented to the user.
11. (Original) The method of claim 1, wherein the sub-items include user-specific sub-items derived from previous user interface activity.
12. (Original) The method of claim 1, wherein the sub-items include item-specific sub-items derived from previous user interface activity.
13. (Original) The method of claim 1, wherein the sub-items include item-type specific sub-items derived from previous user interface activity.
14. (Previously presented) The method of claim 1, wherein presenting the interface to the user is accomplished using one of the group comprised of: a personal computer, a personal digital assistant, a phone, a pager, and a network appliance.

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15. (Previously presented) An information presentation system, comprising:
- a) a repository of information;
  - b) an extraction agent operable to monitor, dynamically select and fetch information relating to an item from the repository based on a user request and at least one predetermined factor, the information relating to sub-items, the sub-items representing at least one of a depth information and a breadth information relating to the item;
  - c) a storage medium operable to store the information and user priorities;
  - d) a prioritization agent operable to determine a priority of presentation of the information; and
  - e) a graphical user interface operable to present at least part of the information to the user.
16. (Previously presented) The system of claim 15, wherein the repository of information resides on a different device than the storage medium.
17. (Previously presented) The system of claim 15, wherein the repository of information resides on the same device as the storage medium.
18. (Previously presented) The system of claim 15, wherein the storage medium resides on the same device as the user interface.
19. (Previously presented) The system of claim 15, wherein the storage medium resides on a different device than the user interface.
20. (Original) The system of claim 15, wherein the user interface is presented by one of the group comprised of: a phone, a personal digital assistant, a pager, a personal computer and a network appliance.
21. (Original) The system of claim 15, wherein the user interface is an audio interface.

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22. (Original) The system of claim 15, wherein the user interface is a visual interface.

23. (Original) The system of claim 15, wherein the user interface is multimodal.

24. (Previously presented) An article including instructions that, when executed by a machine, cause the machine to present catered information to a user by:

- a) identifying in a graphical user interface an item to be presented to the user;
- b) automatically retrieving sub-items from a storage medium, the sub-items representing at least one of a depth information and a breadth information relating to the item, the sub-items dynamically selected based on at least one predetermined factor;
- c) building an interface within the graphical user interface from the sub-items;
- d) presenting the interface to the user; and
- e) recording user interface activity in the storage medium.

25. (Previously presented) The article of claim 24, wherein the instructions, when executed by the machine, further cause the machine to present catered information to a user by:

- a) determining if output from the user interface activity should be included as one of a default item or a default sub-item for future information requests; and
- b) if the output from the user interface activity should be included, causing a specific field to be added to the storage medium.

26. (Previously presented) The article of claim 24, wherein the instructions, when executed by the machine, further cause the machine to present catered information to a user by removing items when directed by the user.

27. (Previously presented) The article of claim 26, wherein removing the items added as a result of user interface activity occurs when directed by the user.

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28. (Previously presented) The article of claim 26, wherein removing the items added as a result of user interface activity occurs after a certain number of presentations to the user.

29. (Previously presented) The article of claim 26, wherein removing the items added as a result of user interface activity occurs after a fixed time.

30. (Previously presented) The article of claim 26, wherein removing the items added as a result of user interface activity occurs when the item is no longer deemed uninteresting.